

Project Leader Manual



A resource for current GlobalGiving partner organizations to answer frequently asked questions about GlobalGiving's benefits and policies.



globalgiving

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Tips for Fundraising on GlobalGiving

Congratulations! You have completed GlobalGiving's rigorous application process and we're excited to welcome you to the GlobalGiving community. So, what's next? What can your organization do to build and expand its online fundraising through GlobalGiving? Here are a few suggestions to get you started:

Create Your GlobalGiving Strategy



Over the years, we've found that organizations are most successful on GlobalGiving when they take the time to set goals, create benchmarks, and make a plan for fundraising success. To help you get started, we've put together a [strategy worksheet](#). When developing your strategy, make sure to:

- Include your GlobalGiving strategy in your overall fundraising strategy.
- Set ambitious, but realistic goals.
- Plan a calendar. Take advantage of Bonus Days, fundraising campaigns, and contests on GlobalGiving to spur giving throughout the year.
- Create quarterly benchmarks to help you evaluate your success.
- Incorporate GlobalGiving's [Partner Rewards](#) into your strategy. Understand what your organization needs to do to achieve Superstar status and integrate this into your strategy for the year.

Promote Your Project



Use your project's widget to promote your project on and off-line. **Add a  button to your organization's website.** Find the code for your project widget on the "Share" tab underneath the project title on your project page.

Attract New Donors

What can you do to attract GlobalGiving donors to your project?



- **Write a compelling and easy to understand project description!** Donors usually spend less than 30 seconds on a project page before deciding to give. So, grab donors' attention right away with close-up, high resolution photos, a specific, action-oriented title, an easy to understand, jargon-free project summary, and tangible and realistic donation options. [See a great example.](#) [Read additional tips for your project description here.](#)

- **Improve your project ranking.** GlobalGiving ranks projects on the site based on frequency of reporting, the number of donors, and overall donation volume. This ranking is used to determine the order in which projects appear under each [theme](#) and [country](#) on the site, as well as the projects that are featured on the homepage. [Learn more about the search ranking here.](#) You can find your project's ranking on the dashboard of the Project Entry to the far right of the project title.



Engage Existing Donors



Attracting donors to your project(s) is only the first step in developing a long-term, valuable relationship with donors. In order to retain donors, it is important to recognize their donation and to continue to engage them through project reports, fundraising campaigns, and donor tools.

- 46% of donors stop giving because they feel like their donations are not recognized or appreciated. ([Read more.](#)) **Make sure to send a personal thank you to donors within a week of a donation being made.** [Read tips for sending a thank you email from the donation manager here.](#) Use thank you notes to notify donors about upcoming campaigns and opportunities to get involved.
- **Campaigns are designed to help you keep your donors engaged!** The deadlines and added financial incentives create a sense of urgency to *give now*. Campaigns also give your donors a reason to reach out to family and friends about supporting your cause. Use the calendar on the landing page of the online Project Leader Manual to identify campaigns to keep your supporters engaged throughout the year.
- **Build [donation tools](#) such as recurring donations, donation as a gift, and fundraiser pages into your regular interactions with your supporters.** Are they looking to support your organization around a holiday? Ask them to consider making a donation as a gift. Are they interested in supporting your organization long-term? Recurring donations make it easy!
- **Share success stories and opportunities to get involved through project reports.** Don't forget: project reports are emailed directly to your donors. Use reports as a tool to keep donors engaged and interested in supporting your work. [Read more about great project reports here.](#)

Take advantage of our corporate partnerships - become a Superstar!

We work with close to 60 companies to offer employee giving, cause-marketing and grant management.

We use the [Partner Rewards Program](#) to identify organizations to recommend to our corporate partners and to feature in our donor outreach. Superstar and Leader organizations are more likely to be recommended than Partner organizations. You can find your organization's Partner Rewards Level on the dashboard in the Project Entry. Learn how you can become a Superstar by clicking on your Rewards Level.

Navigating Project Entry (PE)

For help navigating PE with step-by-step directions and screenshots, go to:

1. <http://help.globalgiving.org/>
2. Click on “Project Leader Help”

Here there is a list of various “how to” instructions on this website, including:

- [How to Navigate the Project Entry](#)
- [How to Create a New Project](#)
- [How to Edit a Project](#)
- [How to Submit Your Project](#)
- [How to Upload a Photo](#)
- [How to Find your Photo’s Web Address \(URL\)](#)
- [How to Embed a Video](#)
- [How to Post a Project Report](#)
- [How to View Your Donations](#)
- [How to Send a Thank You email through the Donation Manager](#)
- [How to Update Your Disbursement Information](#)
- [How to Change a Project Leader’s Name, Email Address, or Title](#)
- [How to Make a Recurring Donation](#)
- [How to Make a Donation as a Gift](#)
- [Fee Add-on at Checkout](#)
- [How to Deactivate Your Project](#)
- [How to Duplicate a Project](#)
- [How to Reset Your Password](#)
- [How to Add a Project Leader in PE](#)
- [How to Increase Your Funding Goal](#)

- [How to Find Your Web Analytics](#)
- [How to Find Your Organization ID Number](#)

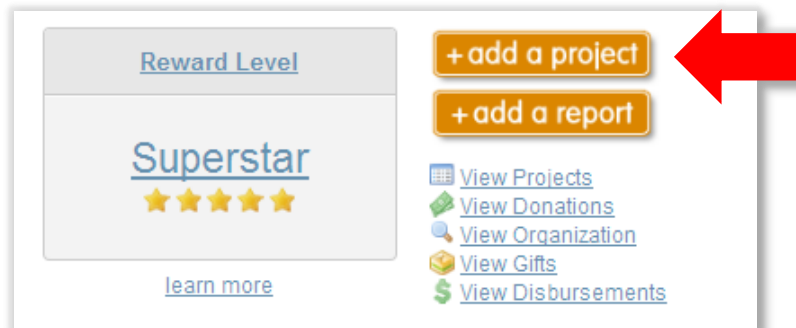
Project FAQs

Can I post additional projects?

Partners, Leaders, and Superstars are welcome to submit numerous projects through GlobalGiving. Remember that organizations must post separate quarterly project reports for every project on GlobalGiving's site. **There is no limit to how many projects you can post;** however, we recommend that you wait until you are comfortable updating and promoting your project and have begun to foster relationships with your donors before posting several projects.

How do I post a new project?

To post a new project, login to the [Project Entry](#). Once you arrive at Project Entry, click on the orange "+add a project" button to the left of the Partner Rewards Level.



What makes a great project page?

1. Make the project title clear, concise, and descriptive
2. Tell donors how they can help
3. Use a jargon-free, project-specific summary
4. Make sure your project description is easy to understand
5. Include a range of donation options, for example \$25 to \$250
6. Post an achievable and reasonable funding goal

[Click here for more detailed tips on posting a great project.](#)

How can I edit my project?

You are welcome to edit your project at any time by [logging into the Project Entry](#) and clicking on the project title. Use the tabs in the project editor to navigate your project. Make sure to “save and submit.” GlobalGiving will review your project in 1-2 business days. Once approved, changes will go live on the site in 5 minutes.

Can I increase my fundraising goal?

Yes! You can increase your fundraising goal at any time by editing your project in the Project Entry (PE). Remember to save and submit!

Is there a limit to how much money I can request?

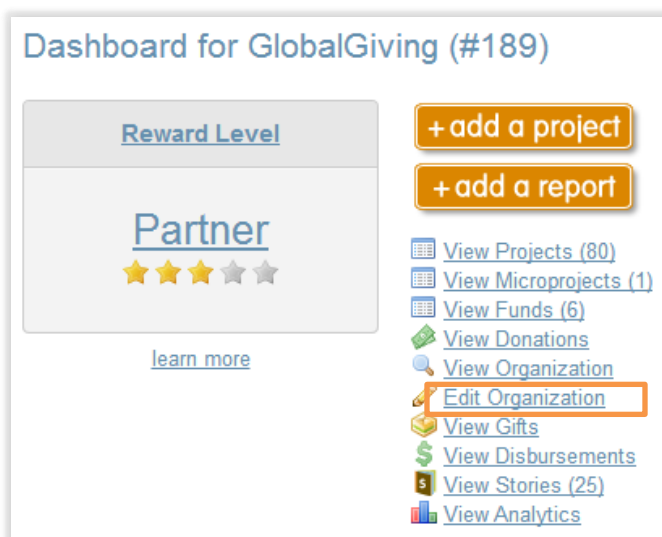
Yes, projects may not request more than \$1 million on GlobalGiving's site. However, any project budget larger than \$100,000 will be asked to provide a detailed budget.

How much money should I request for my project?

We suggest that you post a funding goal that reflects your fundraising goal on GlobalGiving, not the total amount necessary to implement a project. You can use the fundraising goal to motivate donors to help you achieve your goals on the site.

We have found that donors respond to small, manageable funding goals. Also, it is to your advantage to post a smaller budget. Twenty percent of your project's ranking is determined by how close your project is to its fundraising goal. [Learn more about the project ranking here.](#)

Can I change or add a project leader on my project page?



You can easily change the project leader for each project! Log on to Project Entry, click the “Edit Organization” link, and you will see a tab for “[User Management](#),” where you can view and edit your organization’s users on GlobalGiving. You can add a project leader or disbursement contact by clicking on “Create User” or change Project Entry permissions by clicking “Remove User” next to a current user’s name. Adding a project leader here will subscribe that individual to receive emails about your organization from GlobalGiving.

1 Basic Information

2 Disbursement Information

3 User Management

4 Review & Submit

save as draft

save and submit

Add a New User

First Name:

Last Name:

Email:

Role: --select--

Create User

Manage Users

User ID	Last name	First name	Email	Role	Action
426298	Beresh	James	jberesh@globalgiving.org	Disbursement Contact	Remove User
412407	Carlman	Alison	acarlman@globalgiving.org	Project Leader	Remove User

Make sure that once you've added a project leader, you update the project leader as necessary in your projects under the "Additional Information" tab. All project leaders for your organization will get report reminders, organization status changes, and due diligence reminders, but only the project leader marked for a specific project will get emails on donations to that project, project changes approved and rejected, or project reports approved or rejected. All project leaders can submit projects, reports, and organization information and view donor and disbursement information.

How long can projects remain on the website?

Projects can remain on globalgiving.org until they are fully funded as long as project reports are submitted every three months and the necessary due diligence documentation is submitted every two years.

What are microprojects, and how can I create one?

A microproject is a short-term fundraising effort to help achieve a specific activity or support a specific individual. Microprojects are a great fundraising tool that helps you capture the attention of donors with a specific, actionable goal and an urgent giving deadline. Here are some important details about microprojects:

- A microproject has 90 days to become funded. After the 90 day period it will expire.
- Microproject budgets are limited to \$250-\$10,000.
- Unlike projects on GlobalGiving's website, microprojects do not have donation options. Donors will fill in the amount they would like to donate (GlobalGiving's \$10 minimum still applies).
- Microprojects are tied to a parent projects (parent projects are like projects you currently have on the site and your parent project can be a project you already have up).
- A parent project must be uploaded and approved before entering microprojects.

- Organizations may have 25 microprojects active on the GlobalGiving.org site at anytime.
- Reporting is different as well. Microprojects require one report either after funding or after 90 days of expiration, whichever comes first.
- Microprojects receive additional points in GlobalGiving's project ranking, making them more likely to be seen by potential donors.

To create a microproject, sign into Project Entry, click the orange button “+add a project,” and choose “microproject” under project type. You must choose a parent project from the drop-down menu of projects your organization already has up on the site. Fill out the rest of the microproject information and submit the microproject for approval.

Will my project be fully funded?

Numerous projects have been fully funded on GlobalGiving's site. However, GlobalGiving does not guarantee that your project will be funded. GlobalGiving is working hard to drive individual and corporate partners to the site but it's up to you and your organization to take advantage of this opportunity to attract new donors and bring old donors to the website. Read our [Tips for Fundraising](#) to create a strategy to fully fund your project on GlobalGiving.

What does it mean if my project says “funded”?

Your project will be labeled as “funded” and can no longer receive donations if:

1. Your project has reached its funding goal;
2. Someone from your organization requested to deactivate the project; or
3. Your organization did not meet the fundraising thresholds in an Open Challenge.

For more information about your project, please contact projecthelp@globalgiving.org.

What does it mean if my project says “retired”?

Your project will be labeled as “retired” and can no longer receive donations if:

1. A project report has not been submitted in three months;
2. If your organization has not updated its due diligence documentation in more than 2 years; or
3. If your organization did not meet the fundraising thresholds in an Open Challenge.

For more information about your project, please contact projecthelp@globalgiving.org.

Can I post a project report for a “funded” or “retired” project?

Yes, you can post a project report for a “funded” or “retired” project by [logging in to the Project Entry \(PE\)](#) and clicking on the orange “+add a report” option. Make sure to select the correct project from the drop down menu and to “save and submit” your report for approval.



If your account has been deactivated, please contact projecthelp@globalgiving.org for help posting your project report.

If my project is marked “funded”, can I reactivate it?

In most cases, projects are eligible to be reactivated.

- 1. Your project has reached the funding goal:** Once your project has reached its funding goal it will be marked “funded.” You are welcome to increase your fundraising goal for this project or post a new project through the Project Entry. Please contact projecthelp@globalgiving.org for help reactivating your “funded” project.
- 2. If your organization did not meet the fundraising thresholds in an Open Challenge:** Unfortunately, your project is not eligible to be reactivated. However, you are eligible to post a new project and participate in another Open Challenge. [You are welcome to duplicate the project for a future Challenge by following these directions.](#) For more information about the next Open Challenge, email us at challengehelp@globalgiving.org.

If my project is marked “retired”, can I reactivate it?

In most cases, projects are eligible to be reactivated.

- 1. If your project has been deactivated because your organization has not submitted quarterly project reports:** Your organization can reactivate your project by submitting a project report through the Project Entry (PE). [Log into the Project Entry \(PE\)](#) and click on the orange “+add a report” option. Make sure to select the correct project from the drop down menu and to “save and submit” your report for approval.
- 2. If your organization did not meet the fundraising thresholds in an Open Challenge:** Unfortunately, your project is not eligible to be reactivated. However, you are eligible to post a new project and participate in another GlobalGiving Open Challenge. [You are welcome to duplicate the project for a future Challenge by following these directions.](#) For more information about the next Open Challenge, email our Program Associates at challengehelp@globalgiving.org.
- 3. Your organization has not updated its due diligence documentation in more than 2 years:** Your organization is eligible to reactivate its project(s) by completing the due diligence renewal process. [Learn more about due diligence renewal here.](#) If you have questions, email applications@globalgiving.org.

For more information, please contact projecthelp@globalgiving.org.

How do I duplicate my project?

If you want to create a similar project to one you’ve already created, you can duplicate your project. To duplicate a project, [follow the instructions found on this page.](#)

How do I deactivate my project?

If you have thought seriously about deactivating your project, [login to the Project Entry](#) and pick which project you'd like to deactivate at the bottom of your organization's Project Entry page. Deactivated projects are marked as funded and are no longer able to accept donations. Once deactivated, we ask that you don't reactivate. You can create a duplicate project if you want a similar project to go live on the website.

To deactivate, you will have to carry out a few simple tasks:

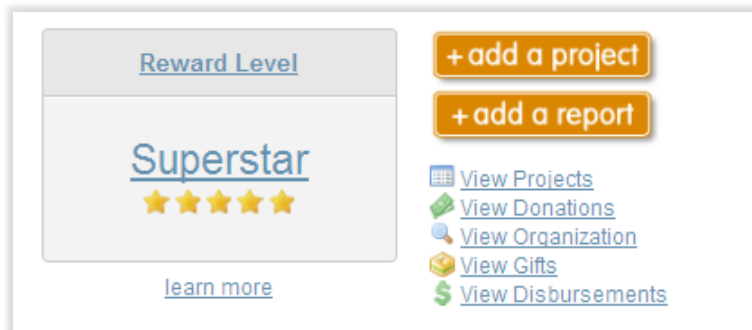
- a) **Pick a final project report** so you can give donors a last update on the project. If you haven't yet written a report detailing the results of the project, giving a recent update, or explaining why you are choosing to deactivate the project, please submit a report before trying to deactivate.
- b) **Choose a rollover project** so that all recurring donations connected to your project can rollover to one of your organization's other projects. If you have no other projects, the recurring donations will roll over to the GlobalGiving Fund, which provides funds for matching campaigns.
- c) **Give GlobalGiving a score** on a scale from 0 to 10 on how likely you would be to recommend the website to a friend, family member, or colleague.
- d) **Explain briefly your deactivation reason.** This helps GlobalGiving staff approve your deactivation request.

For step-by-step instructions with screenshots on deactivating a project, [follow the instructions found on this page.](#)

Project Report FAQs

What are GlobalGiving's reporting requirements?

GlobalGiving requires that organizations post project reports for each of their projects **every three months to remain on the site**. Those organizations that do not comply will be first warned and subsequently retired from the site.



GlobalGiving promises donors direct communication from project leaders so they can see the impact of their donations. Project reports are critical to establishing long-term relationships with donors on GlobalGiving.

How do I post a project report?

[Login to the Project Entry](#), click on the orange “+add a report” button and select a project from the drop down menu.

What should I include in my project report?

- Include close-up, high resolution photos of your project.
- Tell a story about a beneficiary. Provide details about how many individuals have been helped.
- Share a brief summary of your activities since the last report.

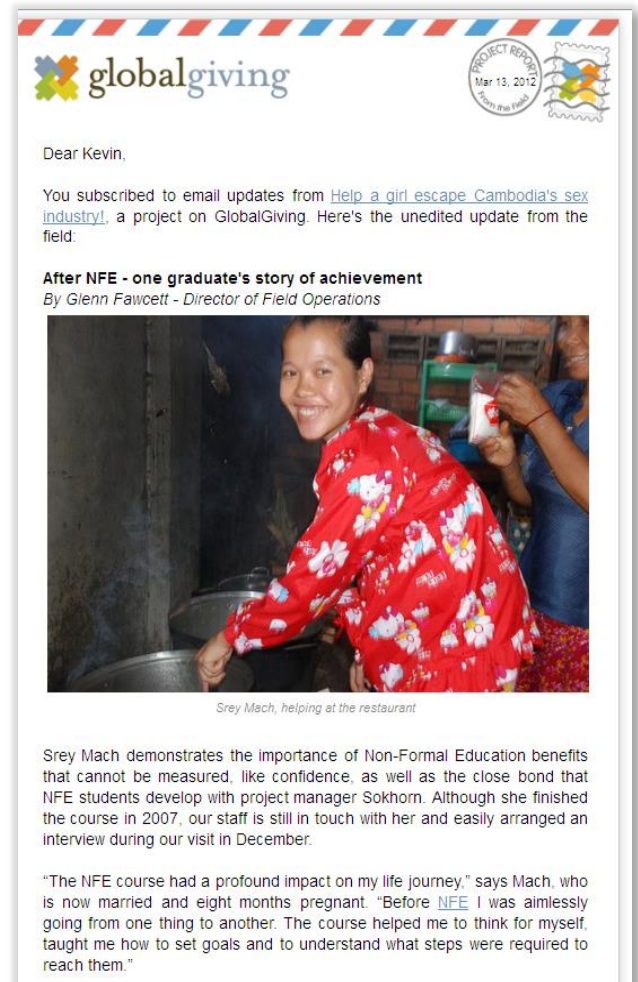
Project reports must contain content specific to the project. While you may mention upcoming events like matching campaigns, reports cannot only contain solicitations for donations.

GlobalGiving reserves the right to remove links to donation options other than GlobalGiving contained in your report.

How do I write a great project report?

Great project reports help you build relationships with your donors. To give feedback to our partners about reports, we rate every report we approve on a 5-point scale. The questions we keep in our mind as we rate the report are:

- **Is the report on-topic?** Make sure that your reports are focused on offering updates or telling stories about the appropriate project.
- **Is it written for the target audience?** Your reports go to every donor who has ever donated to the project (and is still subscribed to emails), so make sure that when you write your report, you write it with them in mind. Keep reports concise and engaging.
- **Is the report emotionally compelling?** Include pictures and stories of beneficiaries. Tell stories about specific people, this helps people relate to the cause and feel emotional ties to your project. We want your donors to become more invested in you and your project because they see the results of their support.



- **Does the report include high-quality photos?** Make sure to include close-up, vibrant photos of your project or beneficiaries as these help donors visualize the impact that your projects are having on their communities.

What are the project ratings?

Staff members rate your projects on a scale from 1 to 5. Ratings are meant to provide you with feedback about how your report compares to others on GlobalGiving. These ratings are not public and do not currently affect your rating on the site.

Rating	Reason
5	Excellent. A detailed update on the project addressed to the donors, that includes vibrant photos, tells a story of a specific individual, and moves the reader emotionally. Read an example of an excellent project report.
4	Very good. Reports on donated funds, includes a story from the project, and shares photos. An engaging and compelling report that helps build a relationship between the donor and organization. Read an example of a very good project report.
3	Good. An update related to the project that could be longer or include photos, but in general is a good update, directed at donors, and makes the reader interested in the project.
2	Fair. Related to project, but may not be directed at donors. Could use more content and be more emotionally compelling, perhaps by telling a story of a beneficiary or sharing photos.
1	Poor. Not appropriate for donors, perhaps information copied and pasted from another location. Does not give an update on the project. A report receiving this rating will not be approved.

[Read more about creating a great project report!](#)

What should I not include in my project report?

Project reports must contain content specific to the project. The focus of the report should be on updates to the project or stories of beneficiaries.

We ask that project leaders keep the following policies in mind when writing project reports:

- **Avoid political advocacy** and give background information only as relevant and factual. This is a grey area, but we ask you to toe the line respectfully. If you are unsure if your report has crossed the line, we'd be happy to review your report or answer your questions at projecthelp@globalgiving.org.
- **Do not solely solicit donations** from donors in reports. While you may mention upcoming events like matching campaigns, reports cannot only contain solicitations for donations.
- **Do not contain links to other donation methods** as this may confuse potential donors. GlobalGiving reserves the right to remove links to donation options other than GlobalGiving that are included in your report.
- **Take care to protect the privacy of beneficiaries.** Out of respect for the privacy of our beneficiaries, we ask that project leaders do not share beneficiary last names. You may share the names of staff members, but please ask permission before you share the last names of volunteers. [Read more about our photos and stories policy on this blog post.](#)

What does it mean if my report is rejected?

Reports that include elements that we asked you to exclude (such as those above) or otherwise don't meet our criteria will be rejected. When we reject reports, it's often because they have broken URL links or share beneficiary names, and we include a reason outlining what element might need to be fixed. Please make necessary changes and then resubmit the report for review.

How long should I make my project report?

Project reports should be about 3 paragraphs in length. Be concise but specific. Donors like to get straight to the point about how their money is having an impact!

Will my donors see my project report?

Yes! Donors are the intended audience for project reports and all the project reports you send out will go to every donor that has donated to your project (and who is still subscribed to the emails). By default, project reports are emailed to your donors at 12 pm Eastern Time the day after the report is approved. You can also choose to change the timing that reports are sent out to donors by selecting a specific time at the bottom of project report editor, right above the "save and submit" button. Your organization's reports are stored on the "reports" tab at the top of your Project Entry page. You can also see them sorted by project at the bottom of the Project Entry page.

When is my project report due?

Your first project report is due 3 months after your project is posted on the site. Subsequent reports are due 3 months after the previous report was posted. You can always find the due date for your next project report on the dashboard in the Project Entry.

How will I be notified when my report is due?

The Project Leader designated on your project page will receive four email notifications about project report due dates. The first email will be sent out two weeks before it is due, the second the day before, the third the day after, and the fourth notification two weeks after the report was due. Consistently late project reports can hurt your [Partner Rewards](#) status. You can see at the bottom of your Project Entry when your next report is due. We also recommend that you mark due dates on your calendar as a personal reminder.

The screenshot displays two project entries. The first project, 'Support for DC's Previously Incarcerated Youth (#6196)', shows a status of 'Active', a next report due date of 'Jun 10, 2012', and a project rank of '120 out of 8,378'. The second project, 'Book Club for Youth in Federal Prison (#8648)', shows a status of 'Active', a next report due date of 'Jul 8, 2012', and a project rank of '470 out of 8,378'. In both cases, the 'Next Report Due By' field and the 'write a report' link are highlighted with a red rectangular box.

Project Name	Status	Next Report Due By	Project Rank
Support for DC's Previously Incarcerated Youth (#6196)	Active	Jun 10, 2012	120 out of 8,378
Book Club for Youth in Federal Prison (#8648)	Active	Jul 8, 2012	470 out of 8,378

Donation Information and Thank You's

You are always able to view your gross donation information in real time in the Donation Manager in the Project Entry. Just click on "View Donations" to the right of the Rewards Level.

The screenshot shows the 'Reward Level' section with 'Superstar' and five stars. To the right, there are several links: '+ add a project', '+ add a report', 'View Projects', 'View Donations' (highlighted with an orange box), 'View Organization', 'View Gifts', and 'View Disbursements'.

In the donation manager, you will find the following information for each donation:

- **Project Id:** project to which donation was made
- **Donor name:** the name of the donor, unless they choose to remain anonymous

- **Donor email:** email address of the donor -- please note that you should not add donor email addresses to your organization's own newsletter list as this is against GlobalGiving's [terms and conditions](#)
- **Traffic source:** what website directed the donor to your project page; examples include: Google, Facebook, a corporate site, etc.
- **Payment method:** how the donor paid; examples include: credit card, check, Paypal, GlobalGiving gift card, etc.
- **Donation date:** the date the donation was made
- **Recurring:** indicates by Yes or No whether the donation will recur every month; if "Yes" can see in parentheses whether or not this recurring donation is still active or canceled
- **Amount:** the amount of money donated to the project in US dollars or British pounds; this column does not take into account GlobalGiving's fee, which varies by donation depending on whether the donor chose to "add-on" or if the donation was made through a corporate promotion
- **Amount in USD:** the donation amount converted into US dollars
- **Thank You:** indicates by Sent or Unsent whether a thank you note has been sent out to the donor yet; click on the link to send out a thank you or review a thank you note you've sent

Use the filter at the top of the Donation Manager or export your donation information into Excel to analyze your donation information. Where are your donors coming from? Have certain donors given more than once? What months are most popular for donations to your project? These are all questions you can answer by analyzing your Donation Manager!

Filter:
Show: 100 ▾
Convert To: USD - United States Dollars ▾
Filter

Date:
Thank You Email: Any ▾
Recurring: Any ▾
Export Excel (CSV) XML

All Donations to GlobalGiving (Org #189) - Please do not add emails to your mailing lists
Total: \$18,606,052.07

Project Id	Donor Name	Donor Email	Traffic Source	Payment Method	Donation Date	Recurring	Amount	Thank You
------------	------------	-------------	----------------	----------------	---------------	-----------	--------	-----------

Thank You Emails

GlobalGiving sends every donor an automatic thank you email and receipt after every donation but nothing beats a personal email from you and your organization. Donors want their donations to be acknowledged, appreciated, and used well. Let them know that you're grateful for their contribution by sending a personal thank you email complete with your organization's logo.

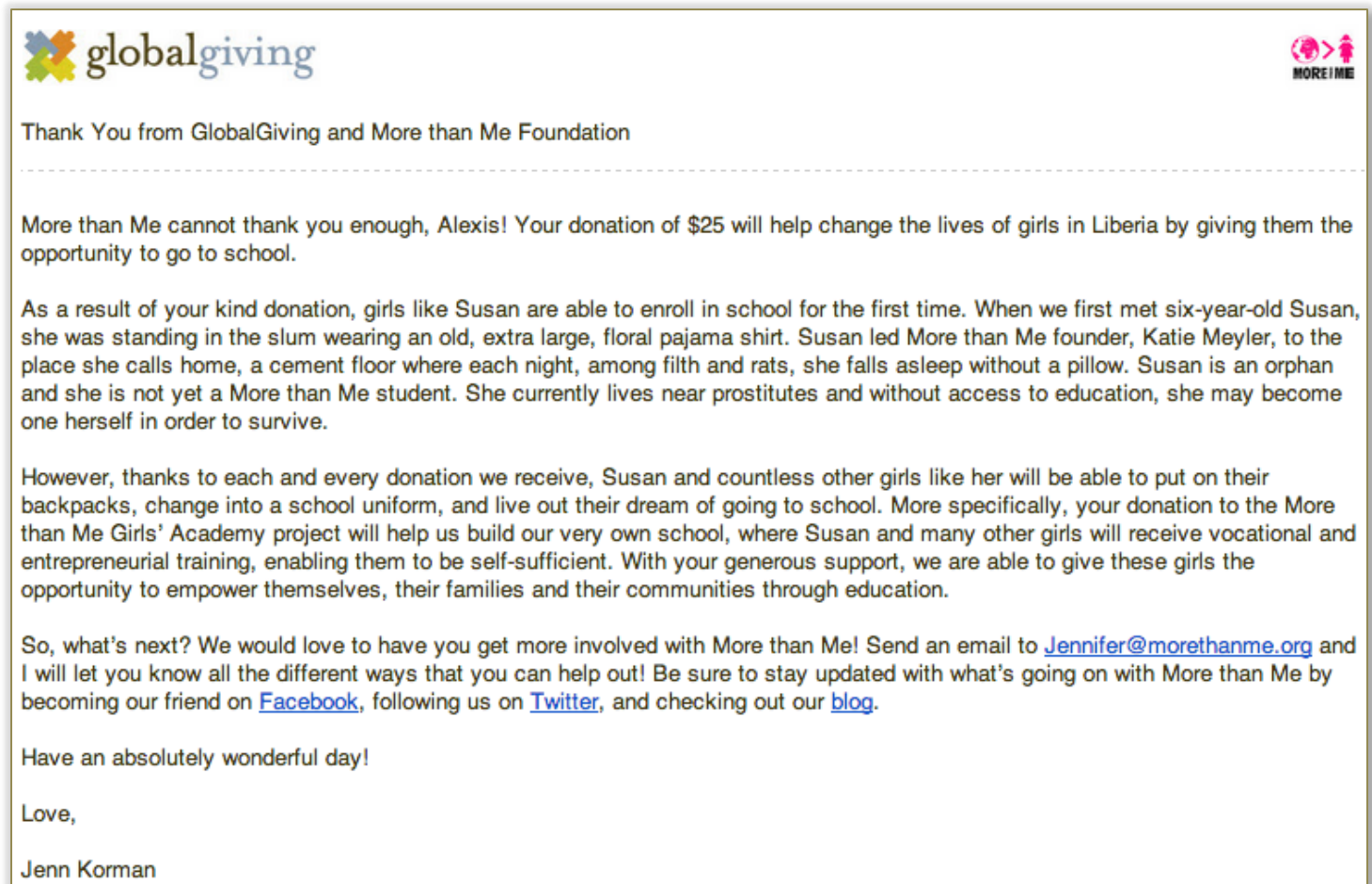
GlobalGiving makes it easy to thank your donors (even the anonymous ones!) using our Thank You email templates, accessible from the Donation Manager. Just click on “Unsent” under the “Thank You” column on the far right to access the Thank You email template.

Create your own thank you template by clicking “add” in the bottom right hand corner of the email editor. Remember to save any changes you make to the Thank You template. Use the “preview” button to view the thank you email before it is sent.

To edit previously created Thank You templates, double-click on the desired template and you will be able to edit it. Don’t forget to save your changes!

[Read tips for drafting an engaging thank you email here.](#)

Example of a thoughtful and touching Thank You Note:



Disbursements

Disbursement Basics

GlobalGiving disburses funds at the end of the month after donations are received. So, if a donation is made in January, it will be disbursed at the end of February. Our disbursement team aims to **get funds out the door by the 25th of the month**, although sometimes it takes a few days less or more. For international organizations, we only disburse after net \$250 or more is pending to reduce the overall cost of wire fees and because of the limitations placed on us by FExecute.

GlobalGiving waits until the month after donations are received to reconcile donations to **ensure financial security**. Each month, donations on GlobalGiving's site are reversed or charged-back. Although this is rare, GlobalGiving is not able to take the risk in disbursing donations that may later be reversed. When this does occur, our partners incur a negative balance for the amount that was reversed which can reduce or even delay future disbursements.

Disbursement Methods

We offer 4 different ways for our partners to receive funds, depending on their location and preference: ACH, check, international wire, and FExecute.

ACH: ACH is a direct bank transfer from GlobalGiving's account to the American accounts of our U.S. registered partners. ***This is our preferred method of disbursement for U.S. partners.*** It can take 1-3 business days for funds to reach your account.

Checks: Stuffed, stamped, and mailed by GlobalGiving's fabulous interns, checks tend to arrive within 1-5 days after being sent. Once they leave our hands, your check is at the mercy of the U.S. postal system. [Switch your disbursement method to ACH.](#)

FExecute: FExecute makes it possible for GlobalGiving to disburse funds in local currencies, saving our partners money on wire transfer fees and currency conversions. [Read more about FExecute.](#) **It can take up to 2 weeks to receive your disbursement via FExecute, particularly if you are receiving an FExecute disbursement for the first time.** Once the disbursement leaves our office there's nothing that we can do to speed up the time it arrives in your account. If your funds are not received within 15 days of disbursement, GlobalGiving will work with you to investigate.

Wire: This disbursement method is for organizations based outside the U.S. with U.S. dollar bank accounts. This method incurs bank transfer fees and higher currency conversion rates than FExecute. [Read more about FExecute.](#) **It can take up to 2 weeks to receive your disbursement via international wire.** Once the disbursement leaves our office there's nothing that we can do to speed up the time it arrives in your account. If your funds are not received within 15 days of disbursement, GlobalGiving will work with you to investigate.

Disbursement Methods

Disbursements are accompanied by a **Disbursement Report** which provides a complete list of all donations made during the disbursement period, including the donor name (unless anonymous), date of donation, and donation amount. The report breaks down the donation amount in the following way:

Gross \$: how much money was donated to your project by the donor

GGF Fee \$: the fee applied to this donation—GlobalGiving's fee varies by donation from 0 – 15%

Add On \$: how much of the fee the donor has covered – donors choose to cover a portion of the fee about 50% of the time! That means that the fee averages out around 9%.

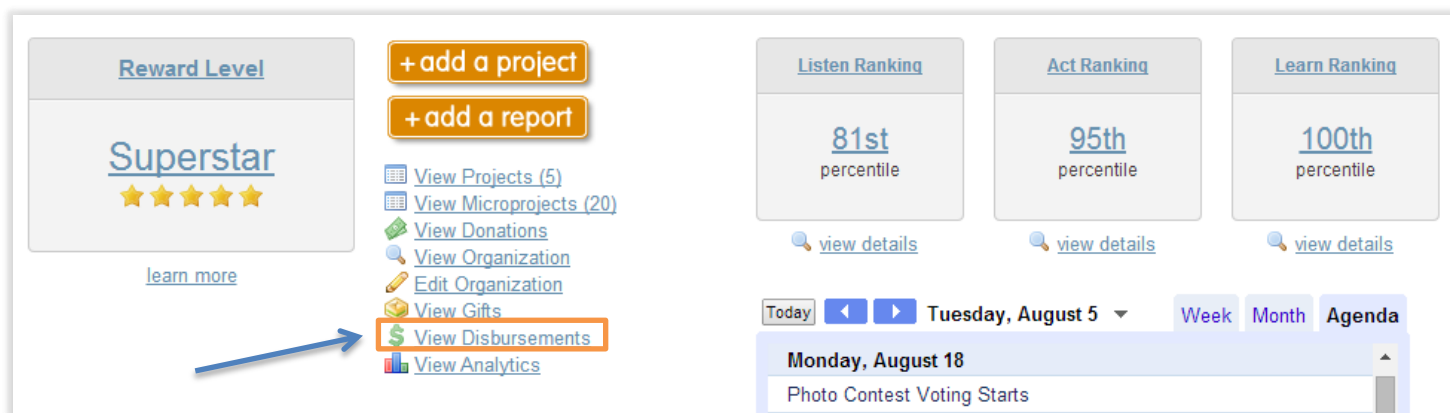
Net \$: the total amount disbursed to your organization after the fee and the donor add-on have been applied

The Disbursement Report is emailed to the disbursement contacts attached to your account, as designated by the Disbursement Form completed during the due diligence process. Your disbursement report can be sent to up to four people in your organization. [Change your disbursement contact\(s\) here.](#)

Disbursement reports are sent a few days after disbursements leave our office. Depending on your organization's disbursement method (check, wire, etc.), you may receive your disbursement report just before or after your disbursement.

Disbursement Manager

Your organization's past disbursement information is available to you around the clock in the Disbursement Manager in the Project Entry. Check it out! [Log into the Project Entry](#). From the dashboard, click on "View Disbursements" to the left of the calendar.



In the Disbursement Manager, you can find the following information about your past disbursements:

- 1. Dates:** We tell you when disbursements were sent and the date through which donations were received for particular disbursements.
- 2. Amounts:** We give you the net total amount disbursed. This amount takes into account GlobalGiving's fee and any bonus awards that your organization has received. It does not comprise currency conversion or wire transfer fees.
- 3. Exceptional disbursements:** In urgent cases, such as disaster situations, GlobalGiving makes exceptional disbursements to our partners. We make it easy for you to manage your exceptional disbursements in the Disbursement Manager. To learn more about exceptional disbursements, [read this article here.](#)
- 4. Re-sent disbursements:** Occasionally, funds are returned to GlobalGiving if we do not have the correct account information. We tell you when disbursements are being resent and the total value of the resent amount. ***Please note that we do not remove the original disbursement from the manager.*** This means that two disbursements of the same amount may appear twice. In the example provided below, a disbursement was made to Leonard for Puppies on December 22, 2011 for \$17,547.20. This disbursement was later returned to us and resent on January 9, 2012. Although the disbursement appears twice on the Disbursement Manager, the organization only received that disbursement amount once.

Beta Feature: Please help us improve and forgive any errors!

Based on your feedback, we're integrating our disbursement and money transfer systems with the website to provide you with real-time disbursement reports and donor information. **At this time, disbursement information is available for some, but not all, organizations. In addition, some organizations only have a partial disbursement history available online.** We are working on importing a complete history for all organizations and hope to have this process completed by June 2012 or sooner. If you have feedback or need information that is not available online, [please contact us](#).

Filter: Show: 100 Date: Filter Export  Excel (CSV)  XML

All Disbursements to Leonard for Puppies (#4231)

Organization	Memo	Method	Date Paid	Cover Donations Thru	Amount
Leonard for Puppies	Resending funds due to an error with a previous attempt (Returned ACH: No Account)	ACH	Jan 9, 2012	Dec 29, 2011	\$17,547.20
Leonard for Puppies	Nov 11	ACH	Dec 22, 2011	Nov 30, 2011	\$17,547.20
Leonard for Puppies	Resending funds due to an error with a previous attempt (Returned ACH: No Account)	ACH	Jan 9, 2012	Nov 28, 2011	\$7,866.82
Leonard for Puppies	Oct 11	ACH	Nov 25, 2011	Oct 31, 2011	\$7,866.82
Leonard for Puppies	Sep 11	Check	Oct 24, 2011	Sep 30, 2011	\$29,804.64
Leonard for Puppies	Aug 11	Check	Sep 26, 2011	Aug 31, 2011	\$10,623.90
Leonard for Puppies	Exceptional Disbursement	Check	Aug 30, 2011	Aug 30, 2011	\$122,790.00
Leonard for Puppies	Replace Check 10271	Check	Aug 3, 2011	Aug 2, 2011	\$272.25

Click on any of the links for each disbursement to see:

- Disbursement details such as date paid, delivery method, status, and amount;
- The breakdown of the disbursement between projects;
- The original disbursement email; and
- To download the disbursement report.

Please note that disbursement reports are not available for exceptional disbursements or resent disbursements.

Additional Questions? [Visit the Disbursements FAQs page here.](#)

How to Improve Project Visibility

Did you know that GlobalGiving ranks projects? GlobalGiving uses its project ranking system to determine the order in which projects are listed under each [theme](#) (e.g. Health, Microfinance, etc.) and [country](#) on our site.

You can see each of your projects' ranking on the dashboard in the Project Entry.



This ranking is based on the following criteria:

- 40% the amount of time since your previous project report
- 20% the number of donors that your project has attracted
- 20% the amount of money your project has raised, relative to other projects
- 20% how close is the project to being fully funded

Your ranking affects your visibility on the site, and, to an extent, the likelihood of a donor donating to your project! So, become a high ranking project on GlobalGiving's site.

- ☐ **Post frequent project reports.** GlobalGiving requires that projects post project reports at least every 3 months. But, by posting more frequent project reports, your organization can improve its visibility on the site.
- ☐ **Be an active fundraiser** and encourage your supporters and donors to donate to your GlobalGiving project. By attracting more donors to your project, you will improve your project's ranking.
- ☐ **Maintain small, manageable fundraising goals.** 20% of your project's rank is determined by how close your project is to its fundraising goal. By keeping small goals, such as \$5,000, \$7,000, or \$10,000, and keeping up the fundraising efforts, your project will continue to be highly ranked.

Have your project featured on the homepage

Every hour GlobalGiving features new, high-ranking projects on its homepage that have high-resolution photos!

- ☐ **Upload high-resolution photos.** Upload a photo with dimensions of at least 1,024 x 768 pixels. The larger the photo, the higher the resolution. Make sure your photos are vibrant

and engaging! This compels donors to click on the picture and find out more about our project. [Learn how to upload a photo here.](#) [Find tips for posting great photos here.](#)



Post a project on GlobalGiving UK

Did you know that GlobalGiving has a UK site, www.globalgiving.co.uk? All donations made through the GlobalGiving UK site by United Kingdom citizens are eligible to receive a 20% match from the UK government, called Gift Aid. GlobalGiving UK uses the same Project Entry as GlobalGiving.org, creating a streamlined project and report posting experience. You can also view donor information for both platforms in the same place.

- ☐ **Do you have supporters in the UK?** If so, GlobalGiving UK may be a great way to engage them. To post a project on GlobalGiving UK, [complete simple this expression of interest form.](#)



Partner Rewards

What is it?

The Partner Rewards Program allows our partners to:

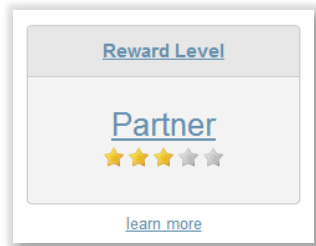
- Receive recognition for being active and engaged on the site;
- Connect with corporate partners; and
- Identify areas in which they are excelling and recognize opportunities for improvement.

The program recognizes organizations that have long-standing relationships with GlobalGiving, report regularly, and actively participate in the GlobalGiving community. It is broken down into three categories: Partner, Leader, and Superstar. Partner Rewards allows GlobalGiving to be

more transparent about recommendations to corporate partners, decisions to feature organizations in donor communications, and eligibility for special fundraising tools and campaigns.

Where can I find my Partner Rewards Status?

From your organization's dashboard, click on your Reward Level or "learn more." You will be directed to a page that details the Partner Rewards criteria and your organization's [Partner Rewards](#) Level.



How does it work?

There are three categories of the Partner Rewards program for organizations that have already completed the process to join GlobalGiving.

Partner: Organizations that are a permanent member in good standing with GlobalGiving. As a Partner, your organization has access to GlobalGiving's fundraising tools such as fundraiser pages and recurring donations, GlobalGiving's regular webinar and training opportunities, site-wide matching campaigns, volunteer listings, and employee giving websites and corporate gift card promotions.

Leader: Organizations that have demonstrated their active engagement member on the site for nine or more months. In addition to the benefits that are available to Partner organizations, Leaders are more likely to be recommended to a corporate partner and featured in GlobalGiving social media and are eligible for special matching campaigns and training opportunities.

Superstar: Organizations that have been a permanent member in good standing with GlobalGiving for a year or more. Superstars are among our most active and engaged organizations on the site and are most likely to be recommended to a corporate partner, featured in GlobalGiving social media and are eligible for special matching opportunities, donor interaction, and events.

Currently, we use six metrics to assign Partner Rewards levels. An organization must achieve "Leader" or "Superstar" status in all six categories in order to achieve that Partner Rewards

Level. Visit your Partner Rewards page to see your organization’s Rewards Level and what you can do to progress to the next level!

[Read more about these levels and what they mean on your Partner Rewards dashboard.](#)

Questions? Let us know at projecthelp@globalgiving.org.

Effectiveness Dashboard

What is it?

The Effectiveness Dashboard is a tool that helps our partners practice one of GlobalGiving’s core values: **Listen, Act, Learn, Repeat**. We created the effectiveness dashboard as a feature that helps you keep track of how you listen to your peers, work with your donors, and collaborate with GlobalGiving to create impact on the ground! We give out points for when you complete a task and suggest steps you could take to continue to hone your skills in fundraising and other areas of your organization’s work.

Where is it?

From your organization’s dashboard, click on Listen, Act, or Learn. If you click on the different rankings, the percentile, or “view details,” you will be lead to your organization’s [Effectiveness Dashboard page](#).



How does it work?

There are three rankings on the Effectiveness Dashboard – Listen, Act, and Learn. Each of these rankings has a separate section where you are awarded points for certain tasks you have completed.

Listen: Challenges your organizations to **collect feedback** from stakeholders. GlobalGiving measures instances when your organization shares best practices, gathers feedback you’re your constituents on the quality of your services, and engages with supporters.

Act: Challenges you to **test** and **act on** ideas or feedback that you hear from stakeholders. GlobalGiving notes the agility of your organization in responding to new information that helps you improve the impact of your work.

Learn: Challenges your organization to take advantage of opportunities to learn. GlobalGiving records how your organization **responds** to data and results from their experimentation.

[Read more about these rankings and what they mean on your organization's Effectiveness Dashboard.](#)

The Effectiveness Dashboard is a work in progress and we'd love to do some Listening, Acting, and Learning ourselves by urging you to share your thoughts and feedback on what's working with this feature and what we can do to improve it! Please share your comments and questions by emailing projecthelp@globalgiving.org

As you demonstrate your progress towards effectiveness, we want to provide you with the kind of exposure to assure the whole world knows it, so that your fundraising can increase as you demonstrate your effectiveness – this is why we are planning to incorporate the Effectiveness Dashboard into your Partner Rewards soon. We will give you plenty of warning before this change goes into effect – and welcome any feedback at that time.

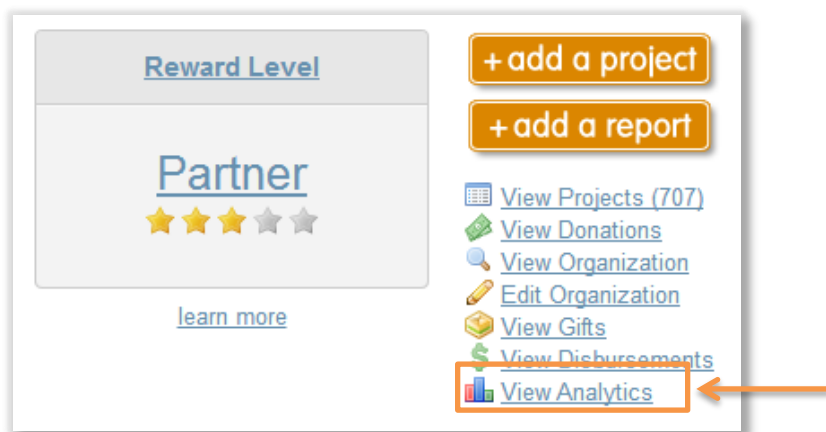
Web Analytics

What is it?

Web Analytics is a feature designed to give your organization insight into data on your GlobalGiving donation, project, and report activity. Analytics provides the data you need to maximize the effectiveness of your communications and campaigns to generate more funds for your work with the limited time and resources you've got.

Where is it?

From your organization's dashboard, click the link that says "View Analytics" that's at the bottom of the links in the middle of the page – an example of where to find this link on your dashboard is shown in the picture below. If you click on the "View Analytics" link, you will arrive at your [Web Analytics page](#).



How does it work?

The Analytics Dashboard contains the following information:

Date Picker: Data is available since the beginning of your account with GlobalGiving! Choose the range of dates to analyze. Move the sliders (little grey boxes) to see different time frames.

Note on *Smoothing* – Near the date picker, there’s a little check box that says “Smoothing On?” If you turn smoothing off, your graphs will look more jagged and pinpoint more exactly when the graphs peaked. With smoothing on, you can clearly see when there are trends in your project’s activity.



Overview Numbers: These basic statistics to help you understand your organization’s progress

Number of Donations – How many times donors contributed to any of your projects

Number of Page Views – How many times your project page was loaded. This number increases any time somebody opens up your project page on any device.

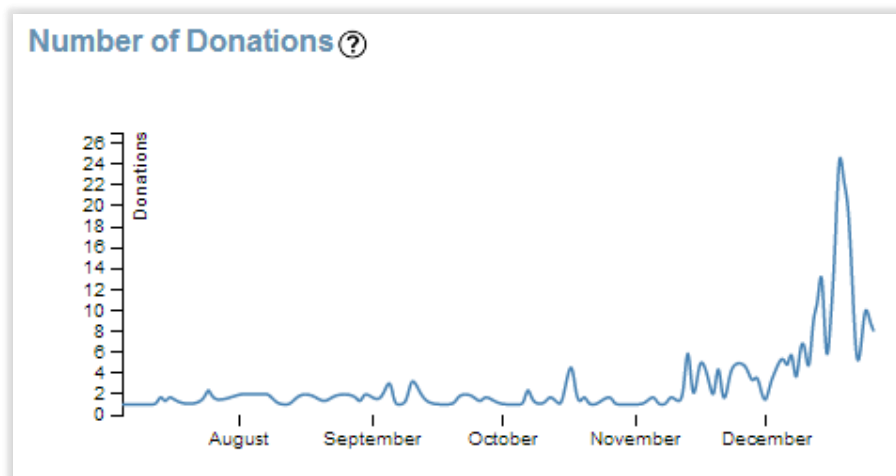
Average time on page – How long your average visitor spent viewing your project pages

Number Of Donations?	Number Of Page Views?	Average Time On Page?
392	2815	10 sec

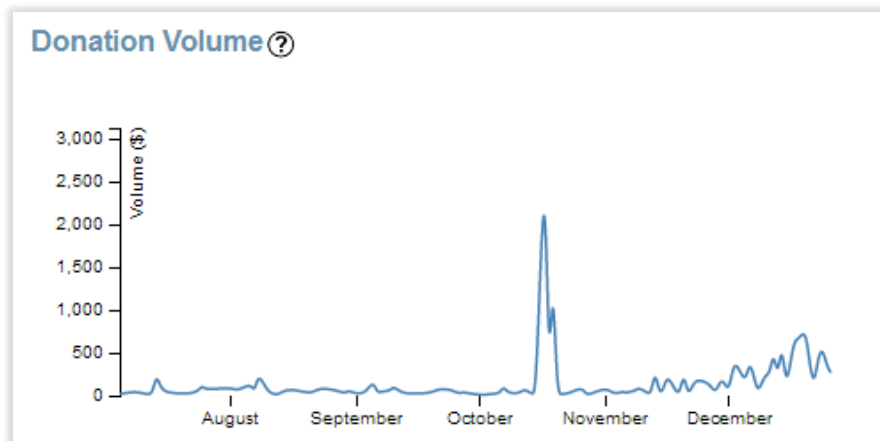
Web Analytics Charts: Visualizations of different data aspects of your project pages. There are four graphs and two bar charts. These graphs are cumulative – they display the information for all the projects under your organization, rather than one specific project.

Donation Metrics

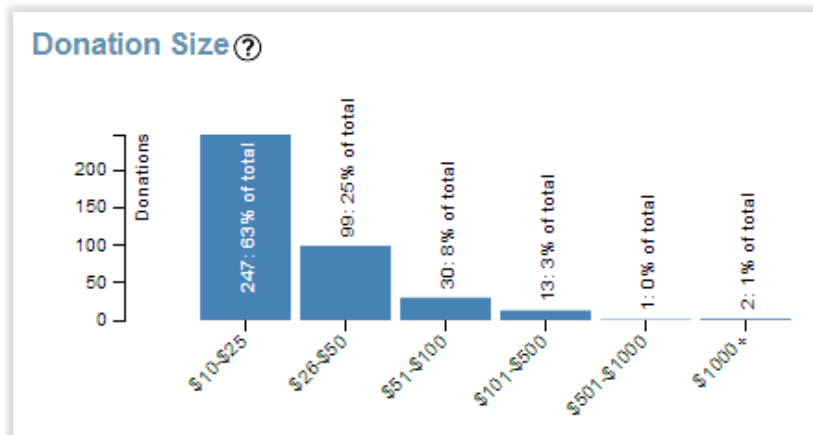
Number of donations – Shows you how many times donors contributed to any of your projects over time.



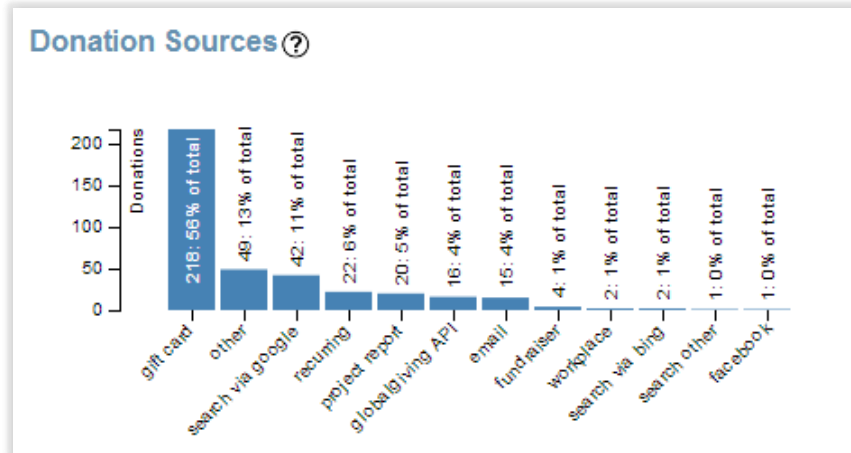
Donation volume – Shows the total value of all donations to your projects in US dollars.



Donation size – Shows how large the donations your project received are (measured in US dollars).

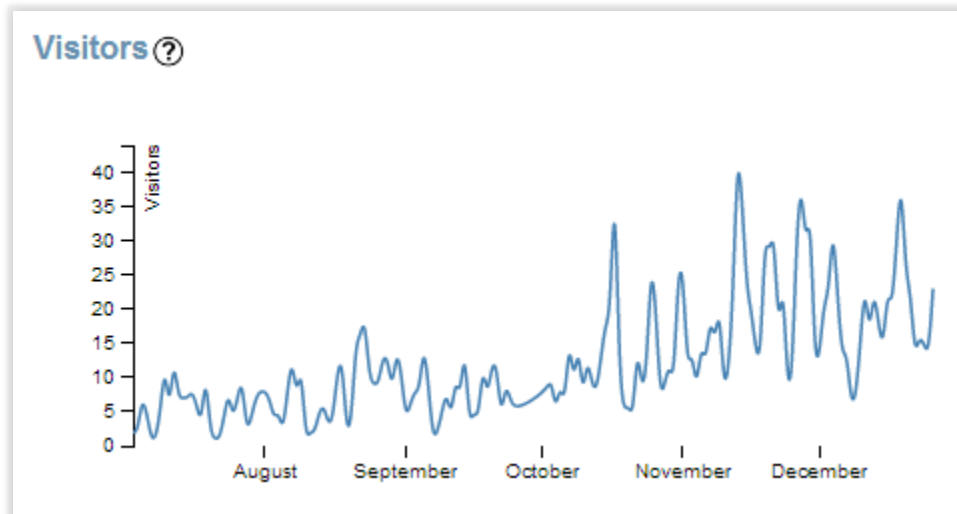


Donation sources – Shows how donors found your project page! Options include: gift card, recurring donation, email, mobile, workplace giving (through corporate partner promotions), search engine, Facebook, project report, and other. This is a huge resource for critical information on what source was successful at converting donors – if you have high project report donation source numbers, then project reports are a powerful tool for you to recruit donors. If this is low, then your previous project reports weren't useful for convincing donors to give (but may have been useful for other helpful information, such as giving them an update on the project or sharing a story of impact that your project has had on the local community).

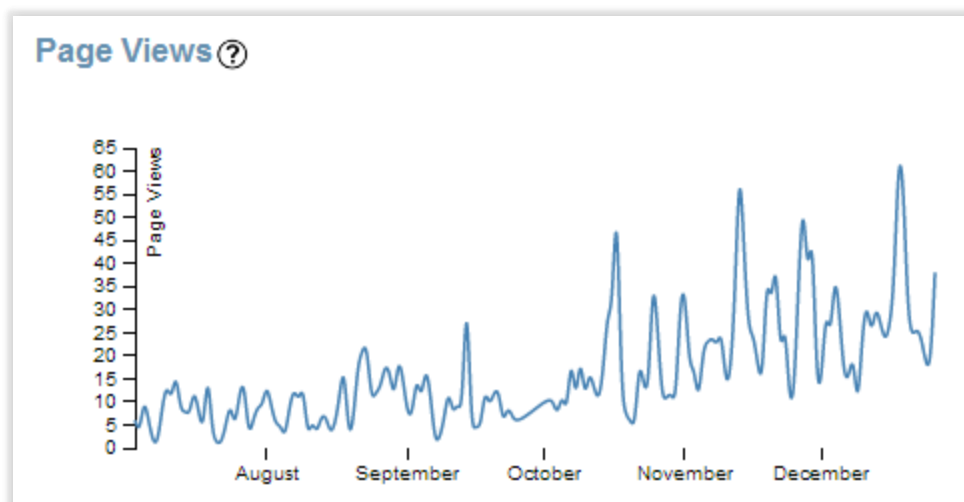


Traffic Metrics

Visitors: How many unique devices are accessing your project pages? Good way to see how many individual people are looking at your project page.



Page Views: How many times did people load your project pages? Good way to see how many times your page was viewed – counts every time that someone, even the same person, looks at your page (or returns to it).



➔ Visitors and Page Views metrics will yield similar results, but usually not exactly the same

- **Project Report Metrics:** Metrics about your project reports for the past 12 months, which provide valuable information that you can use to measure the activity that your reports generated. *Report Rating:* GlobalGiving rates reports from 1 (poor) to 5 (excellent). This rating is not public and it is intended to provide you with feedback about the quality of your report, compared to others on GlobalGiving's site.
- *Sent Count:* The number of donors that were sent your report.
- *Open Count:* The number of donors that opened the report.
- *Clicked Count:* The number of donors that clicked on *any* link in your project report. This is the ultimate action that we want donors to take when they read these reports!

Project ▲▼	Project Report ▲▼	Last Modified Date ▲▼	Report Rating ▲▼	Sent Count ▲▼	Open Count ▲▼	Clicked Count ▲▼
11720: Provide Girls Pre-teen and Teen Literature	45229: Update on MTM's Library!	Jun 6, 2014	3	4	1 (25%)	0 (0%)
11688: Provide Role Model Speakers For Girls In Liberia	45228: Update on our Role Model Speakers!	Jun 6, 2014	2	5	2 (40%)	0 (0%)
10443: More Than Me Girls Academy	44589: What's up at the MTM Academy?	May 28, 2014	5	902	303 (34%)	21 (2%)

How should I use the Analytics Dashboard?

Data allows you to determine how to best allocate your precious time and resources. It makes it possible to maximize the effectiveness of your communications and campaigns to generate more funds for your work. With data, you can set more accurate fundraising goals and

measure progress so you can maximize funds to support your mission. Check out this [blog post](#) and [webinar recording](#) for tips and ideas for analyzing your organization's fundraising activity on GlobalGiving using the Analytics Dashboard.

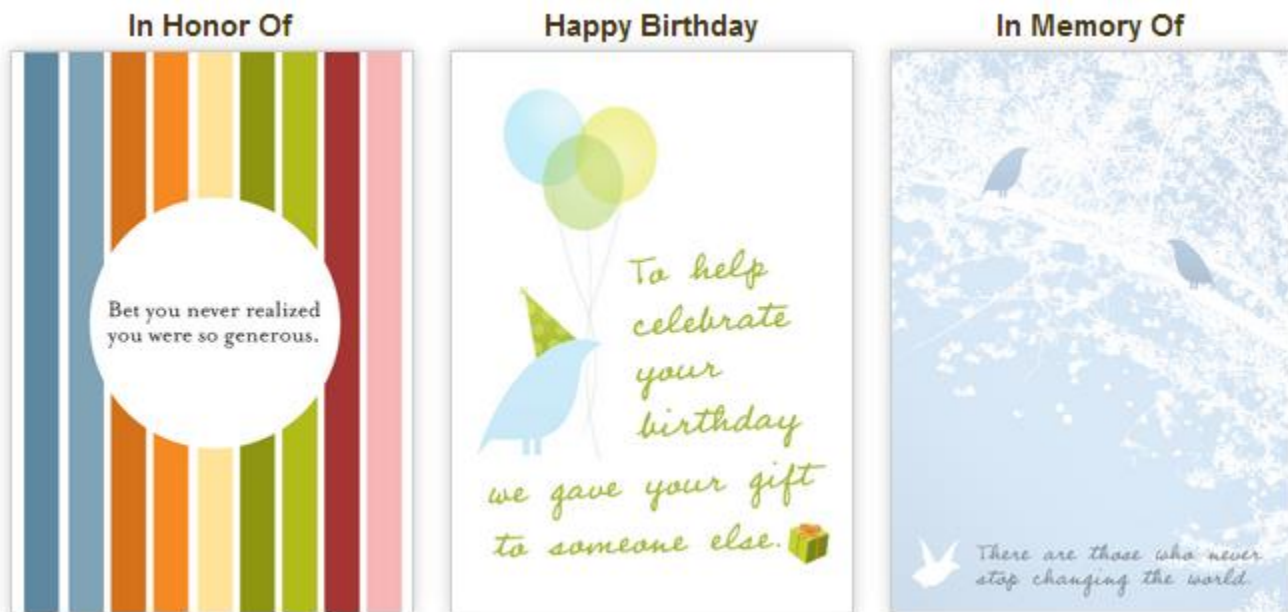
[Learn more about your organization's Web Analytics by checking out your Analytics page.](#)

Questions? Email projecthelp@globalgiving.org your question and we'll follow up with you.

Donor Tools and Campaigns

Tribute Cards

Your donors can buy tribute cards for birthdays, weddings and holidays to support your projects



GlobalGiving makes it possible for your donors to make a donation to your project as a gift or in honor of someone special. This is a great way to promote giving to your organization for holidays, birthdays, and special occasions! We will send a beautiful personalized card straight to the gift recipient's home (or email inbox). Tribute cards are available by email, print-at-home, and snail mail and you can choose between several different designs.

Fundraisers

Your donors can share their passion for your work and become your partners in fundraising

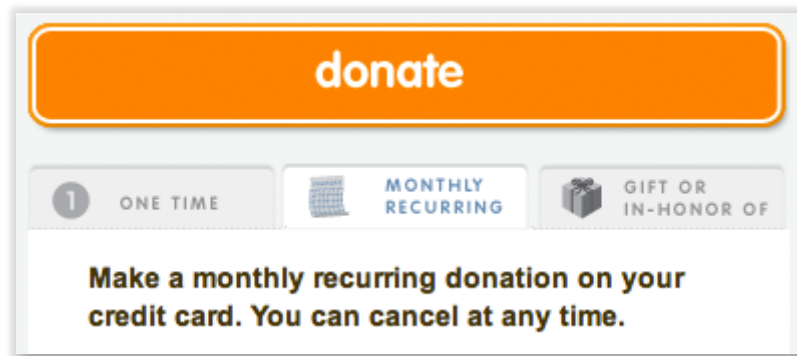


GlobalGiving makes it easy for you to turn your organization's supporters into active advocates. Supporters can use fundraisers to set their own fundraising goals and reach out to their own networks on your behalf! [Here's an article sharing successful fundraiser case studies](#) that you can share with donors you think might want to make a fundraiser supporting one of your projects! [Learn how to create a fundraiser.](#)

GlobalGiving fundraisers are great for any occasion — a wedding, birthday, or anniversary — or simply to generate support for projects like yours. Like a gift registry at Target or Bed Bath & Beyond, the registry-maker chooses what projects they would like to support for their special occasion. They can then reach out to family and friends with the link, driving traffic to your project page.

Giving Tools

Leverage your fundraising activities for more powerful results



Recurring Donation Option

GlobalGiving makes it easy for your supporters to make monthly, recurring donations using their credit card. By signing up for a recurring donation, GlobalGiving deducts the donation amount from the donor's credit card every month. [Learn how to set up a recurring donation.](#) Not only are recurring donations hassle free for your donors, but they provide your organization with a consistent, reliable, and long-term source of income.

Tips for setting up a recurring donation:

- **Target outreach to your existing donors.** Focus your outreach on individuals who have supported your organization before with their time or a donation.
- **Make it easy for your donors to sign up.** You can link directly to the recurring donation option on your project page by adding “?show=recurring” to the end of your project URL. Find the complete link under the Share tab on your project.
- **Connect donors’ recurring donations to your work on the ground.** Give donors concrete examples of how their donations will be used on a monthly basis.
- **Emphasize the value of recurring donations to your organization.** Let your donors know that recurring donations are a predictable stream of income for your organization and they make it easier to plan financially for the year. Consider explaining why \$25/month is more valuable than a \$240 one-time donation.
- **Say a big thank you for a bigger commitment.** Consider recognizing your recurring donors in a special way by featuring them on your organization’s website, sending them special updates, or giving away a small gift. Get creative! What can you do to recognize recurring donors?

To learn more about how to increase your recurring donations, [listen to this webinar](#) hosted by a fellow Project Leader.

GlobalGiving's Widgets



give now

Promote your project on your organization's website or blog using GlobalGiving's widget. Just copy and paste the code provided on your project page under the Share tab into your website coding. One click takes donors directly to your project page so they can donate immediately.

Matching Campaigns

Get more bang for your buck with bonus days and matching funds!

A screenshot of the GlobalGiving Matching Campaigns page. It shows three overlapping campaign banners. The top banner is for "BONUS DAY May 7th, 2014" with \$190,640 raised and 1,406 donors. The middle banner is for "Microsoft YouthSpark Bonus Day" with \$509,130 raised and 1,914 donors. The bottom banner is for "Partner Rewards Bonus Day" with \$406,676 raised and 2,132 donors. Below the banners is a table of project rankings and a list of projects.

Matching campaigns are an effective fundraising tool because the matching money and the urgent deadline motivate donors to give at times of the year when they may not otherwise donate. GlobalGiving hosts several matching days each year using funds from expired gift cards and corporate partnerships to offer thousands of dollars in matching funds to partner organizations on the site.

Bonus Days are one-day campaigns, where GlobalGiving offers matching (usually 30 – 50%) on donations up to \$1,000 as long matching funds last. We offer bonus awards for the most money raised and the most individual donors to create a sense of competition which spurs donors to give more.

Keep an eye on the [Tools & Training blog](#) for announcements about upcoming Bonus Days and specific terms and conditions for each campaign.

GlobalGiving Corporate Partnerships

GlobalGiving **partners with more than 50 corporations** such as Microsoft, Hilton, Ford, Google, and many more. In 2013, GlobalGiving's corporate partnerships resulted in **\$13.3 million in donation volume** for partner organizations.



We work with corporate partners in the following ways:

1. **Employee giving:** Corporate employees that work for companies like Nike, Eli Lilly, Dell, Gap, and others give through GlobalGiving's site to projects. Many of these donations are matched in full by the corporation! A great example of this is Google's environment, education, and hunger relief campaigns in 2013, where Google employees took a quiz and received a \$10 GlobalGiving gift card to support projects. Google matched all additional employee donations during the campaigns, bringing the total contributions to nearly \$175K.
2. **Gift card programs:** Corporations like Facebook and Discovery purchase gift cards to give as gifts to their customers and employees. The gift card recipient can designate the

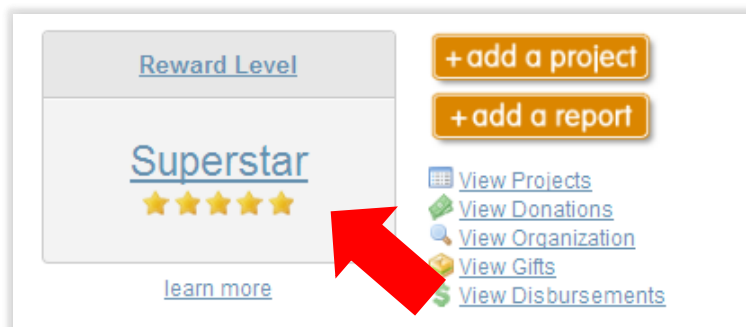
donation amount to any project on GlobalGiving! In 2013, VMware employees supported more than 900 organizations working in 115 countries through the company's holiday gift card program.

3. **Grants management:** Corporate partners like Ford and Cummins seek recommendations from GlobalGiving for corporate grants programs. In 2013, Ford's grantmaking program with GlobalGiving doubled to \$3.1M and supported organizations in 22 countries.
4. **Cause-marketing:** Through targeted marketing campaigns, companies like Neutrogena and LivingSocial support and promote one or more GlobalGiving projects. For example, GlobalGiving works with Microsoft to facilitate the company's YouthSpark initiative, a program with supports Leaders and Superstars working with youth ages 6 – 24 in the areas of education and entrepreneurship. On #GivingTuesday 2013, GlobalGiving's partners raised \$680,000 through a YouthSpark matching campaign!

[Read more about past corporate partnerships here.](#)

How can your organization benefit from corporate partnerships?

- ☐ **Become a Superstar organization!** GlobalGiving uses its [Partner Rewards Program](#) to determine which organizations it recommends to its corporate partners. The Partner Rewards Program is broken down into three levels: Partner, Leader, and Superstar. Find your organization's Rewards Level on the dashboard in the Project Entry. Click on the Rewards Level to see a detailed breakdown of our Partner Rewards Program and to learn what you can do to reach the next level!



- ☐ **Maintain a high-ranking project.** By maintaining a high-ranking project, you are more likely to be seen by thousands of employees whose donations are often matched by their employer! [Learn more about the project ranking here.](#)
- ☐ **Be active on the website!** When we make recommendations to corporate partners, we often think of organizations that are frequently active and engaged on the website. Participate in webinars and workshops, take part in matching days, volunteer to serve as a

GlobalGiving Ambassador, and submit photos to the Photo Contest! These are all great ways to both increase the success of your organization on the site and grab our attention for when we start to consider corporate recommendations. You can keep track of your engagement on your [Effectiveness Dashboard](#) – and find even more ways to get involved with GlobalGiving!

Due Diligence Renewal

As part of our compliance policies, GlobalGiving requires organizations to renew their due diligence documents every two years. This allows GlobalGiving to verify the organization's activities, confirm the organization's legitimacy, and review the use of GlobalGiving's funds.

Organizations must complete the renewal process to continue receiving funds raised on GlobalGiving's site.

Your organization will receive an email from GlobalGiving with instructions on the due diligence renewal process approximately two years after your organization initially submitted due diligence. You will be asked to submit the following documents through Project Entry:

U.S. Registered 501(c)3

1. Non-Discrimination Policy
2. Anti-Terror Certificate
3. GlobalGiving Terms and Conditions
4. List of Board and Senior Staff Members
5. IRS 501c3 Determination Letter (ONLY if there has been a name change)

Organizations Registered Outside of the U.S.

1. Due Diligence Affidavit
2. Non-Discrimination Policy
3. Anti-Terror Certificate
4. GlobalGiving Terms and Conditions
5. Disbursement Form (ONLY if it has changed)
6. Financial Statement for the Past Fiscal Year
7. Projected Budget
8. List of Board and Senior Staff Members
9. Certificate of Registration (ONLY if it has changed)
10. Organizational Document (One of the following:
By Laws, Articles of Incorporation)



Constitution,

11. Program Documents

For more information about the due diligence renewal process, please contact renewals@globalgiving.org where our Program Services Team will be happy to answer your questions.

Explaining GlobalGiving's 15% Fee

You do not have to pay any fees to join GlobalGiving. In fact, GlobalGiving has no setup, monthly, or annual fees! We do this because we believe in the power of great ideas that can come from anyone, anywhere, anytime. Therefore, no matter how big or small your organization is, you will have the same opportunity as everyone else to raise funds on our platform.

15% Fee on Donations that Donors Can Cover

There is, however, a nominal 15% fulfillment fee for donors. This means that we charge 15% on all donations made through our site. About 50% of donors choose to pay this fee in addition to their donation to ensure that 100% of their donation goes to the project(s).

As a result, an average of 90% of all donated funds go straight to your project, reducing the net fee that most organization see to 10% on average.

Why do we charge a fee?

Our 15% fee helps cover the cost of operating GlobalGiving - vetting organizations, providing training and support to project leaders, attracting donors, and maintaining an innovative, informative web presence. It also covers the fees assessed by vendors for credit card processing, PayPal, and mobile giving, and other fees charged by financial institutions.

In the past, GlobalGiving partner organizations have received questions from potential donors about GlobalGiving's 15% fee. Here are a few suggestions for explaining the 15% fee to your donors:

- **GlobalGiving's 15% is much more than a processing fee!** It makes it possible for GlobalGiving to provide an innovative online fundraising platform to partner organizations. The fee facilitates GlobalGiving partner services, including trainings, matching campaigns, exposure to corporate partners, and more.

- Unlike other online fundraising platforms, **GlobalGiving vets each organization before allowing it to join the website.** GlobalGiving follows standard [grantmaking guidelines](#) to vet both U.S.-based and international organizations, ensuring the organizations' legitimacy and charitable purpose. In fact, GlobalGiving is so confident in the organizations on its site, that GlobalGiving provides the **GlobalGiving Guarantee**, which guarantees donors a positive giving experience. As a result, GlobalGiving has maintained a superior reputation for online giving. [See what others are saying about GlobalGiving.](#)
 - GlobalGiving **facilitates international giving** by providing an easy-to-use online donation tool that makes it possible for networks in other countries or regions of the world to donate instantly online.
 - For donations made to organizations that are not registered in the United States, giving through GlobalGiving makes it possible for US donors to receive a **tax-deduction**. In addition, GlobalGiving manages all tax receipts, making it easy for organizations to provide this service to their supporters.
 - GlobalGiving is a nonprofit and it relies on funding to maintain its operations. GlobalGiving's fee makes it possible to operate at **near-sustainability** so, instead of expending organizational capacity on grant writing and fundraising, GlobalGiving focuses on providing partner organizations with additional fundraising opportunities, tools and trainings, fundraising campaigns, and more!
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Training and Support

Our trainings, blog, and one-on-one staff assistance is intended to provide you with the support you need to effectively fundraise on GlobalGiving.

Online Fundraising Academy

Join us for a two-month online course designed to help you take your fundraising to the next level. We've brought together fundraising professionals—experts in their organizations on donor communications, campaign fundraising, corporate relationship building, and more—to offer a small cohort of GlobalGiving partners personal, hands on fundraising training. The course includes nine webinar-style session, three homework assignments, and the opportunity to design a fundraising strategy for a GlobalGiving Bonus Day. [Listen to recordings and summaries from the 2014 Online Fundraising Academy.](#)

Training Sessions

Every month we offer different free, online trainings on topics ranging from social media and diaspora-based fundraising to financial management and strategic planning. Keep an eye out for announcements about upcoming trainings in the monthly newsletter, on the Project Entry dashboard, and in the Project Leader Facebook group. [Listen to recordings and read summaries from past trainings.](#)

Tools & Training Blog

Read best practices in online fundraising, find out about new GlobalGiving features and campaigns, and get information about external fundraising opportunities from [GlobalGiving's Tools and Training blog](#) designed specifically for our nonprofit partners. Subscribe via email in the upper right hand corner.

Project Leader Facebook Group

Receive the most up-to-date information about new features, upcoming campaigns, and more in the Project Leader Facebook group. Join conversations with other GlobalGiving project leaders to hear how they are fundraising on the site. [Request to join here.](#)

One-on-one Consultation

Looking for help with your online fundraising? Set up a call with one of GlobalGiving's team members to create a GlobalGiving fundraising strategy that is right for your organization. We're eager to answer your questions and offer any support that you need. [Sign up for a one-on-one call here.](#)

Site visits

We believe that there's something about face-to-face meetings that can't be beat by conference calls or emails. That's why each year GlobalGiving sends staff and representatives into the field to meet with partner organizations all over the world. The purpose of these visits is to verify that funds are being used appropriately and to strengthen our relationships with our partners. We like to take advantage of these opportunities to learn more about our partners and their needs, to answer any questions about GlobalGiving, and to work together to develop an organization-specific fundraising strategy.

Site visit testimonial:

"It was nice to have face to face interaction with a representative, and learn how GlobalGiving does value having a variety of projects and providing an additional platform to organizations for fund raising." - Amy from Wisconsin/Nicaragua Partners of the Americas

"It was very encouraging for our team and our schools, to have such a visit from GlobalGiving. For our staff talking and explaining about the project increases their confidence and improves their skills in presenting information. For our students, visits such as this expose them to persons who have wider world view, and they benefit from the exposure. They also more firmly internalize the efforts of the project and their involvement, and increases their pride and confidence." - Lakshmi from Kalanjiyam Trust

Customer Service

We are here to help! Give us a call at our office at 202-232-5784 or send us an email at projecthelp@globalgiving.org.

